## **ORDER**

Orders Order / Rev: 189649 6831505 Alt Order #: Product Desc: order WOOD C15C21 Estimate: Flight Dates: 10/15/12 - 10/21/12 Primary AE: Petry Philadelphia Sales Office: Original Date / Rev: 07/06/12 / 10/05/12 P-PHI Order Type: REG Sales Region: Nat **Smart Media Group** Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast EOM/EOC 814 King Street Billing Cycle: Alexandria, VA 22314 Agency Commission: 15% Advertiser **POL/Detroit International Bridge** Name: Demographic: A35+ New Business Thru: **Product Codes:** PL2 Order Separation: 00:15:00 Priority: РЗ Advertiser External ID: Revenue Codes: AGY, POL, POL-ISS Agency External ID: IN10086/SP6681/TO1332/MO1041

**Totals** 

Month

Totals

Start Of Order - End Of Order

October 2012

# Spots

73

73

100%

Gross Amount

\$33,225.00

\$33,225.00

Net Amount

\$28,241.25

\$28,241.25

Rating

0.00

0.00

Petry Philadelphia

**End Date** 

10/21/12

Bill Plan

Start Date

10/01/12

Account Executives				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %

Net Amount

\$28,241.25

Gross Amount

\$33,225.00

Order Share	Share	Total
WOOD	30%	\$33,225.00
Market	100%	\$110,750,00

# Spots

73

0 444 04	01	T-1-1
Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	30%	\$33,225.00
WXMI	10%	\$11,075.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	30%	\$33,225,00

	Ln	Ch	Start	End	Inventory Code	Break	Start/End 1	īme Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
	E 1	WOOD	10/16/12	10/16/12	M-F 2-3p Rachael Ray	СМ	2-3p	- T	:30	1	\$100.00 P5	0.00 NM	1	\$100.00
		RACHEL			•									
		Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	W	eek: 10/1	5/12	10/21/12	- T	1	\$100.00	0.00						
-	E 2	WOOD	10/17/12	10/17/12		CM	2-3p	W	:30	1	\$100.00 P5	0.00 NM	1	\$100.00

Print Date: 10/05/12 15:20:02 Page 2 of 7

Order / Rev: 189649 Advertiser: POL/Detroit International Bridge

Alt Order #: 6831505 Product Desc: order **WOOD** 

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
			M-F 2-3p Rachael Ray										
RACHE	LRAY		, , , , , , , , , , , , , , , , , , , ,										
	rt Date	End Date 10/21/12	<u>Weekdays</u> W	Spots/Week	Rate	Ratin							
Week: 10/			M-F 2-3p	CM	\$100.00 2-3p	0.0	T	:30	1	\$100.00 P5	0.00 NM	1	\$100.00
20 11002	10/10/1	2 10/10/12	Rachael Ray	O.W.	- op		•	.00	•	Ψ100.0010	0.00 14141	· '	Ψ100.00
RACHE													
Sta Week: 10/	rt Date /15/12	End Date 10/21/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$100.00	Ratin 0.0							
E 4 WOOD			M-F 2-3p	CM	2-3p		· F	:30	1	\$100.00 P5	0.00 NM	1	\$100.00
			Rachael Ray		·								
RACHE		End Data	Modedaya	Cnoto/Mook	Doto	Dotin	~						
Sta Week: 10/	rt Date /15/12	End Date 10/21/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$100.00	Ratin 0.0							
E 5 WOOD		2 10/15/12	Noon News	CM	12-1p	1	VI	:30	1	\$450.00 P3	0.00 NM	1	\$450.00
NEWC			News 8 @ Noon										
NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	ıa						
Week: 10/		10/21/12	M	1	\$450.00	0.0	_						
E 6 WOOD	10/16/1	2 10/16/12	Noon News	CM	12-1p	-	T	:30	1	\$450.00 P3	0.00 NM	1	\$450.00
NEWS			News 8 @ Noon										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	ıa						
Week: 10/		10/21/12	- T	1	\$450.00	0.0	_					<u> </u>	
E 7 WOOD	10/17/1	2 10/17/12	Noon News	CM	12-1p	-	W	:30	1	\$450.00 P3	0.00 NM	1	\$450.00
NEWS			News 8 @ Noon										
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	ıg					İ	
Week: 10/		10/21/12	W	1	\$450.00	0.0						<u> </u>	
E 8 WOOD	10/18/1	2 10/18/12	Noon News	CM	12-1p	-	T	:30	1	\$450.00 P3	0.00 NM	1	\$450.00
NEWS			News 8 @ Noon										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	<u>g</u>						
Week: 10/		10/21/12	T	1	\$450.00	0.0				<b>*</b> 450 00 <b>D</b> 0	0.00.1114		0.450.00
E 9 WOOD	10/19/1	2 10/19/12	Noon News News 8 @ Noon	CM	12-1p	-	F	:30	1	\$450.00 P3	0.00 NM	1	\$450.00
NEWS			110110 0 0 110011										
	rt Date	End Date	<u>Weekdays</u> F	Spots/Week	Rate	Ratin	_						
Week: 10/ E 10 WOOD		10/21/12		CM	\$450.00 3-4p	0.0	00 M	:30	1	\$100.00 P5	0.00 NM	1	\$100.00
E 10 WOOD	10/13/1	2 10/13/12	The Doctors	Civi	3-4p	ľ	VI	.30	1	\$100.00 P3	U.UU INIVI	· '	\$100.00
DOCTO	DRS												
	rt Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Ratin	_						
Week: 10/ E 11 WOOD		10/21/12 2 10/16/12	M-F 3-4p	CM	\$100.00 3-4p	0.0	· T	:30	1	\$100.00 P5	0.00 NM	1	\$100.00
21111002	10/10/1	2 10/10/12	The Doctors	O.W.	O IP		•	.00	•	Ψ100.0010	0.00 14141	· '	Ψ100.00
DOCTO													
Sta Week: 10/	rt Date /15/12	End Date 10/21/12	<u>Weekdays</u> - T	Spots/Week 1	<u>Rate</u> \$100.00	Ratin 0.0	_						
E 12 WOOD			M-F 3-4p	CM	3-4p		W	:30	1	\$100.00 P5	0.00 NM	1	\$100.00
			The Doctors		•								
DOCTO		End Data	Mookdovo	Spoto/Mook	Poto	Dotin	. ~						
Week: 10/	rt Date /15/12	End Date 10/21/12	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$100.00	Ratin 0.0							
E 13 WOOD			M-F 3-4p	CM	3-4p		T	:30	1	\$100.00 P5	0.00 NM	1	\$100.00
DOOTO	NDC		The Doctors										
DOCTC Sta	ors ort Date	End Date	Weekdays	Spots/Week	Rate	Ratin	ıa						
Week: 10/		10/21/12	T	1	\$100.00	0.0	_						
E 14 WOOD	10/19/1	2 10/19/12		CM	3-4p	-	F	:30	1	\$100.00 P5	0.00 NM	1	\$100.00

Print Date: 10/05/12 15:20:02 Page 3 of 7

Order / Rev: 189649 Advertiser: POL/Detroit International Bridge

Alt Order #: 6831505 Product Desc: order **WOOD** 

Ln Ch	Start	End	Inventory Code	Break	Start/End	Γime Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
			M-F 3-4p The Doctors									
DOCTO												
Sta Week: 10/	rt Date 15/12	End Date 10/21/12	Weekdays F	Spots/Week 1	Rate \$100.00	Rating 0.00					l	
E 15 WOOD			M-F 4-5p	CM	4-5p	M	- :30	1	\$250.00 P5	0.00 NM	1	\$250.00
FLLEN			Ellen									
ELLEN Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	M	1	\$250.00	0.00						
E 16 WOOD	10/16/1	2 10/16/12	•	CM	4-5p	- T	- :30	1	\$250.00 P5	0.00 NM	1	\$250.00
ELLEN			Ellen									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/ E 17 WOOD		10/21/12	M-F 4-5p	CM	\$250.00 4-5p	0.00 W	- :30	1	\$250.00 P5	0.00 NM	1	\$250.00
L I7 WOOD	10/17/1	2 10/17/12	Ellen	Civi	4-3p		30	'	φ230.00 F3	U.UU INIVI	l '	φ230.00
ELLEN						5						
Sta Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$250.00	Rating 0.00					l	
E 18 WOOD			M-F 4-5p	CM	4-5p	T	- :30	1	\$250.00 P5	0.00 NM	1	\$250.00
ELLEN			Ellen									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					l	
Week: 10/		10/21/12	T	1	\$250.00	0.00						
E 19 WOOD	10/19/1	2 10/19/12	M-F 4-5p Ellen	CM	4-5p	F-	- :30	1	\$250.00 P5	0.00 NM	1	\$250.00
ELLEN			Ellett								l	
	rt Date	End Date	<u>Weekdays</u> F	Spots/Week	Rate	Rating						
Week: 10/ E 20 WOOD		10/21/12	Daybreak Sun @	6am CM	\$250.00 6-7a	0.00	S :30	2	\$175.00 P4	0.00 NM	2	\$350.00
L ZO WOOD	10/21/1	2 10/21/12	Daybreak Sun @		074		.50		Ψ173.001 4	0.00 14101	_	ψ550.00
	/BREAK	End Data	Modedovo	Cnoto/Mook	Doto	Dating					•	
Sta Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> S	Spots/Week 2	<u>Rate</u> \$175.00	Rating 0.00						
E 21 WOOD	10/20/1	2 10/20/12	Daybreak Sat @7		658-8a	S	S- :30	2	\$600.00 P3	0.00 NM	2	\$1,200.00
NEWS 8	RΑ		Daybreak Sat@7	'am								
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					İ	
Week: 10/		10/21/12	S-	2	\$600.00	0.00						<b>A</b>
E 22 WOOD	10/21/1	2 10/21/12	Today Show Su Today Show Sun	CM iday	758-9a		S :30	2	\$650.00 P4	0.00 NM	2	\$1,300.00
TODAY				,								
Sta Week: 10/	rt Date	End Date 10/21/12	Weekdays S	Spots/Week 2	Rate \$650.00	Rating 0.00						
E 23 WOOD			6am Daybreak	CM	6-7a	M	- :30	1	\$475.00 P4	0.00 NM	1	\$475.00
			6am Daybreak						,			,
	B-DAYBR Irt Date	EAK End Date	Weekdays	Spots/Week	Rate	Rating					1	
Week: 10/		10/21/12	M	1	\$475.00	0.00					İ	
E 24 WOOD	10/16/1	2 10/16/12	6am Daybreak	CM	6-7a	- T	- :30	1	\$475.00 P4	0.00 NM	1	\$475.00
NEWS8	B-DAYBR	EAK	6am Daybreak									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	- T	1	\$475.00	0.00			₾475 00 D4	0.00.004		<b>#</b> 475.00
E 25 WOOD	10/17/1	∠ 10/17/12	6am Daybreak 6am Daybreak	СМ	6-7a	<b>W</b>	- :30	1	\$475.00 P4	0.00 NM	1	\$475.00
	B-DAYBR		•			_						
Sta Week: 10/	rt Date	End Date 10/21/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$475.00	Rating 0.00						
E 26 WOOD				CM	6-7a	T	- :30	1	\$475.00 P4	0.00 NM	1	\$475.00
											-	_

Print Date: 10/05/12 15:20:02 Page 4 of 7

Order / Rev: 189649 Advertiser: POL/Detroit International Bridge

Alt Order #: 6831505 Product Desc: order **WOOD** 

Ln Ch	Start	End	Inventory Code	Break	Start/End	Γime Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
			6am Daybreak 6am Daybreak									_
NEWS8	B-DAYBR	EAK	our Daybroak								_	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	T	1	\$475.00	0.00			A D -			<b>4</b>
E 27 WOOD	10/19/1	2 10/19/12	6am Daybreak 6am Daybreak	CM	6-7a	F	:30	1	\$475.00 P4	0.00 NM	1	\$475.00
NEWS8	3-DAYBR	EAK	oani Daybicak									
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	F	1	\$475.00	0.00						<b>.</b>
E 28 WOOD	10/21/1	2 10/21/12	Daybreak Sun @ Daybreak Sun @		658-8a		S :30	1	\$475.00 P4	0.00 NM	1	\$475.00
NWS8 I	DAYBK S	SUN	Daybreak Suri @	<i>T</i> alli								
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	S	1	\$475.00	0.00						
E 29 WOOD	10/15/1	2 10/15/12	5am Daybreak	CM	5a-6am	M	:30	1	\$200.00 P4	0.00 NM	1	\$200.00
NEWS			5am Daybreak									
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					i	
Week: 10/	/15/12	10/21/12	M	1	\$200.00	0.00						
E 30 WOOD	10/16/1	2 10/16/12	,	CM	5a-6am	- T	:30	1	\$200.00 P4	0.00 NM	1	\$200.00
NEWS			5am Daybreak									
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					i	
Week: 10/		10/21/12	- T	1	\$200.00	0.00					İ	
E 31 WOOD	10/17/1	2 10/17/12	5am Daybreak	CM	5a-6am	W	:30	1	\$200.00 P4	0.00 NM	1	\$200.00
NEWC			5am Daybreak									
NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	W	1	\$200.00	0.00						
E 32 WOOD	10/18/1	2 10/18/12	5am Daybreak	CM	5a-6am	T	:30	1	\$200.00 P4	0.00 NM	1	\$200.00
NEWO			5am Daybreak									
NEWS	rt Doto	End Data	Mookdovo	Spoto/Mook	Poto	Poting					l	
Week: 10/	rt Date /15/12	End Date 10/21/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$200.00	Rating 0.00					i	
E 33 WOOD			5am Daybreak	СМ	5a-6am	F	:30	1	\$200.00 P4	0.00 NM	1	\$200.00
			5am Daybreak									
NEWS		Fad Data	Ma alada sa	Consta ////a ala	Data	Datin n						
Sta Week: 10/	rt Date /15/12	End Date 10/21/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00					l	
			Today Show M-F	CM	658-9a	M	:30	1	\$750.00 P4	0.00 NM	1	\$750.00
			Today Show									
TODAY		<b>5</b> 15 .		0	Б.,	5.0					l	
Sta Week: 10/	rt Date /15/12	End Date 10/21/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00					l	
E 35 WOOD			Today Show M-F	CM	658-9a	- T	:30	1	\$750.00 P4	0.00 NM	1	\$750.00
			Today Show			_		-	*******			********
TODAY												
Sta Week: 10/	rt Date	End Date 10/21/12	<u>Weekdays</u> - T	Spots/Week	<u>Rate</u> \$750.00	Rating 0.00					l	
E 36 WOOD			Today Show M-F	CM	658-9a	W	:30	1	\$750.00 P4	0.00 NM	1	\$750.00
200 11002	10/11/1	2 10/11/12	Today Show	OW	000 00	**	.00	•	Ψ100.001 4	0.00 14141	· ·	ψ100.00
TODAY			-									
	rt Date	End Date	<u>Weekdays</u> W	Spots/Week	Rate	Rating						
Week: 10/ E 37 WOOD		10/21/12		CM	\$750.00	0.00 T	:30	1	\$750.00 P4	0.00 NM	1	\$750.00
L3/ WOOD	10/10/1	∠ 1U/10/12	Today Show M-F Today Show	CIVI	658-9a	1	.30	ļ	φι 30.00 P4	U.UU INIVI	l '	φ/ 30.00
TODAY	SHOW		<b>, -</b>									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	T	1	\$750.00	0.00	00		Ф7E0 00 D 1	0.00 1114	_	<b>Ф750 00</b>
E 38 WOOD	10/19/1	∠ 10/19/12		CM	658-9a	F	:30	1	\$750.00 P4	0.00 NM	1	\$750.00

Print Date: 10/05/12 15:20:02 Page 5 of 7

Order / Rev: 189649 Advertiser: POL/Detroit International Bridge

Alt Order #: 6831505 Product Desc: order **WOOD** 

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
			Today Show M-F Today Show									
TODAY	SHOW		roddy Onow								_	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	F	1	\$750.00	0.00			A=====================================			<b>^-</b>
E 39 WOOD	10/15/1	2 10/15/12	M-F 5p News M-F News 8 @5p	CM	5-530p	M	:30	1	\$700.00 P4	0.00 NM	1	\$700.00
NEWS	8 AT 5PN	Л	WT NOWS S GOP	,								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	M	1	\$700.00	0.00			A=====================================			<b>^-</b>
E 40 WOOD	10/16/1	2 10/16/12	M-F 5p News M-F News 8 @5p	CM	5-530p	- T	:30	1	\$700.00 P4	0.00 NM	1	\$700.00
NEWS	8 AT 5PN	Л	W-I News 0 @ Jp	,								
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	- T	1	\$700.00	0.00						
E 41 WOOD	10/17/1	2 10/17/12	M-F 5p News M-F News 8 @5p	СМ	5-530p	W	:30	1	\$700.00 P4	0.00 NM	1	\$700.00
NEWS	8 AT 5PN	Л	W-F News 6 @5p	,								
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	W	1	\$700.00	0.00						
E 42 WOOD	10/18/1	2 10/18/12	M-F 5p News	СМ	5-530p	T	:30	1	\$700.00 P4	0.00 NM	1	\$700.00
NEWS	8 AT 5PN	Л	M-F News 8 @5p	,								
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	T	1	\$700.00	0.00						
E 43 WOOD	10/19/1	2 10/19/12	M-F 5p News	СМ	5-530p	F	:30	1	\$700.00 P4	0.00 NM	1	\$700.00
NEWS	8 AT 5PN	Л	M-F News 8 @5p	)								
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	F	1	\$700.00	0.00						
E 44 WOOD	10/20/1	2 10/20/12		CM	8-9p	S-	:30	1	\$650.00 P3	0.00 NM	1	\$650.00
SA NW	S		Saturday 8-9p									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	S-	1	\$650.00	0.00					<u> </u>	
E 45 WOOD	10/16/1	2 10/16/12	M-F 530p News	CM	530-6p	- T	:30	1	\$800.00 P4	0.00 NM	1	\$800.00
NEWS	8 AT /NE	WS8 AT	M-F News 8 @ 5	30p								
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	- T	1	\$800.00	0.00						
E 46 WOOD	10/18/1	2 10/18/12	M-F 530p News	CM	530-6p	T	:30	1	\$800.00 P4	0.00 NM	1	\$800.00
NEWS	8 AT /NE	WS8 AT	M-F News 8 @ 5	30p								
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	T	1	\$800.00	0.00					<u> </u>	
E 47 WOOD	10/15/1	2 10/15/12	NBC Nightly News		628-7p	M	:30	1	\$1,100.00 P5	0.00 NM	1	\$1,100.00
NEWS			NBC Nightly New	S								
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	M		\$1,100.00	0.00						
E 48 WOOD	10/17/1	2 10/17/12	NBC Nightly New NBC Nightly New		628-7p	W	:30	1	\$1,100.00 P5	0.00 NM	1	\$1,100.00
NEWS			NBC Nightly New	5								
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	W		\$1,100.00	0.00						
E 49 WOOD	10/19/1	2 10/19/12	NBC Nightly News		628-7p	F	:30	1	\$1,100.00 P5	0.00 NM	1	\$1,100.00
NEWS			NBC Nightly New	8								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	F		\$1,100.00	0.00						
E 50 WOOD	10/15/1	2 10/15/12		CM	1135-1235a	M	:30	1	\$300.00 P4	0.00 NM	1	\$300.00

Print Date: 10/05/12 15:20:02 Page 6 of 7

Order / Rev: 189649 Advertiser: POL/Detroit International Bridge

Alt Order #: 6831505 Product Desc: order **WOOD** 

Ln Ch	Start	End	Inventory Code Tonight Show/Jay		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			Tonight Show w/ I									
	HT SHO\ art Date	V End Date	Weekdays	Spots/Week	Rate	Rating				Ī		
Week: 10/		10/21/12	M	<u>3pots/vveek</u>	\$300.00	0.00						
E 51 WOOD	10/16/1	2 10/16/12	Tonight Show/Jay Tonight Show w/ I		1135-1235a	- T	:30	1	\$300.00 P4	0.00 NM	1	\$300.00
TONIGI	HT SHOV	V	Torright Show w/ t	Leno								
Sta Week: 10/	art Date	End Date 10/21/12	<u>Weekdays</u> - T	Spots/Week 1	Rate \$300.00	Rating 0.00						
E 52 WOOD			Tonight Show/Jay	·	1135-1235a	W	:30	1	\$300.00 P4	0.00 NM	1	\$300.00
TONICI	ᄓᄑᄝᄓᄭ	۸/	Tonight Show w/ I	Leno								
_	HT SHO\ art Date	v End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	W	1	\$300.00	0.00						
E 53 WOOD	10/18/1	2 10/18/12	Tonight Show/Jay Tonight Show w/ I		1135-1235a	T	:30	2	\$300.00 P4	0.00 NM	2	\$600.00
	HT SHOV											
Sta Week: 10/	art Date /15/12	End Date 10/21/12	<u>Weekdays</u> T	Spots/Week 2	Rate \$300.00	Rating 0.00						
E 54 WOOD			Tonight Show/Jay		1135-1235a	F	:30	1	\$300.00 P4	0.00 NM	1	\$300.00
TONIGI	HT SHOV	V	Tonight Show w/ I	Leno								
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	F LN M-F	CM	\$300.00	0.00 M	:30		\$650.00 D5	0.00 NM	4	<b>\$650.00</b>
E 55 WOOD	10/15/1	2 10/15/12	M-F News 8 @ 11		11-1135p	IVI	.30	1	\$650.00 P5	0.00 NM	1	\$650.00
	8 AT 11F		Weekdeye	Cnoto/Mode	Doto	Dating						
Week: 10/	art Date /15/12	End Date 10/21/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$650.00	Rating 0.00						
E 56 WOOD	10/16/1	2 10/16/12	LN M-F	СМ	11-1135p	- T	:30	1	\$650.00 P5	0.00 NM	1	\$650.00
NEWS	8 AT 11F	PM .	M-F News 8 @ 11									
	art Date	End Date	<u>Weekdays</u> - T	Spots/Week	Rate	Rating						
Week: 10/ E 57 WOOD		10/21/12	LN M-F	CM	\$650.00 11-1135p	0.00 W	:30	1	\$650.00 P5	0.00 NM	1	\$650.00
NEWO	0 AT 445		M-F News 8 @ 11		1				•			•
_	8 AT 11F art Date	'M End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	/15/12	10/21/12	W	1	\$650.00	0.00						
E 58 WOOD	10/18/1	2 10/18/12	LN M-F M-F News 8 @ 11	CM	11-1135p	T	:30	1	\$650.00 P5	0.00 NM	1	\$650.00
	8 AT 11F											
Sta Week: 10/	art Date /15/12	End Date 10/21/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$650.00	Rating 0.00						
E 59 WOOD			LN M-F	CM	11-1135p	F	:30	1	\$650.00 P5	0.00 NM	1	\$650.00
NEW/S	8 AT 11F	·M	M-F News 8 @ 11									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	F	1	\$650.00	0.00 M	:30		ФОГО ОО <b>D</b> Г	0.00 NM	4	<b>#</b> 050.00
E 60 WOOD	10/15/1	2 10/15/12	Access Hollywood	CM d	730-8p	IVI	.30	1	\$250.00 P5	0.00 NM	1	\$250.00
	S HOLL		Modedaya	Cnoto/M/==!	Data	Potic ~						
Week: 10/	art Date /15/12	End Date 10/21/12	Weekdays M	Spots/Week 1	Rate \$250.00	Rating 0.00						
E 61 WOOD	10/17/1	2 10/17/12	M-F 730-8p	СМ	730-8p	W	:30	1	\$250.00 P5	0.00 NM	1	\$250.00
ACCES	S HOLL	/WD	Access Hollywood	1								
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/ E 62 WOOD		10/21/12 2 10/19/12	W	CM	\$250.00 730-8p	0.00 F	:30	1	\$250.00 P5	0.00 NM	1	\$250.00
_ ==	. 5, 10/1	0,10,12		5	. 00 OP	-	.50	•	<b>7</b> _00.0010	5.55 14.01	ı '	<b>4</b> _50.00

Print Date: 10/05/12 15:20:02 Page 7 of 7

Totals

73

\$33,225.00

Order / Rev: 189649 Advertiser: POL/Detroit International Bridge

Alt Order #: 6831505 Product Desc: order **WOOD** 

ACCESS HOLL-VWD    Start Date   End Date   Weekdays   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Spots/We	Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
ACCESS HOLLYVD    Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   0.00				M-F 730-8p Access Hollywoo	od								
Week: 10/15/12   10/12/12   10/16/12   10/	ACCES	S HOLL	YWD	, 100000 1 10y 1100							_		
Rest					Spots/Week								
Inside Edition   Inside Edition   Start Date   End Date   Weekdays   Merit   Triving   Color   Trivi						*							
INSIDE EDITION   Start Date   End Date   Weekdays   Commonweal   Superscription   Start Date   End Date   Weekdays   Commonweal   Superscription   Superscrip	E 63 WOOD	10/16/1	2 10/16/12		СМ	7-730p	- T	:30	1	\$425.00 P5	0.00 NM	1	\$425.00
Week: 10/15/12   10/18/12   10/18/12   10/18/12   H-F 7-730p   CM   7-730p   C-T-T   30   1 \$425.00 PS   0.00 NM   1 \$425.00	INSIDE	EDITION	٧	moide Edition									
Sear   Date   Date   Dit   D	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Inside Edition   Inside Edition   Start Date   End Date   Weekdays   Spots/Week   Rate   S425.00   0.00	Week: 10	/15/12	10/21/12	- T	1	\$425.00	0.00						
INSIDE EDITION   Start Date   End Date   Meekdays   Spots/Week   Rate   Rating   Week: 10/15/12   10/19/12	E 64 WOOD	10/18/1	2 10/18/12	•	CM	7-730p	T	:30	1	\$425.00 P5	0.00 NM	1	\$425.00
Start Date   End Date   Meekdays   Meekdays   Spots/Week   Rate   Rating   Meek   10/15/12   10/19/12   10/1	INSIDE	FDITION	N	Inside Edition									
Week: 10/15/12   10/21/12   10/19/12   10/19/12   M-F 7-730p   CM   7-730p   F   :30   1   \$425.00 P5   0.00 NM   1   \$425.00				Weekdays	Spots/Week	Rate	Rating						
Inside Edition   Inside Edition   Start Date   Meek and the start Da					1								
INSIDE EDITION   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   0.00	E 65 WOOD	10/19/1	2 10/19/12	M-F 7-730p	CM	7-730p	F	:30	1	\$425.00 P5	0.00 NM	1	\$425.00
Start Date   End Date   10/21/12   10/21/12   10/21/12   10/21/12   10/21/12   FB Right in Amer Pre Ga@M   7-8p				Inside Edition									
Week: 10/15/12         10/21/12        F-         1         \$425.00         0.00           E 66 WOOD 10/21/12 10/21/12         10/21/12 10/21/12         FB Night in Amer Pre Ga@M Football Night in America (7:00 PM-8:00 PM)         7-8p        S         :30         1         \$700.00 P4         0.00 NM         1         \$700.00           DATELINE Start Date Week: 10/15/12         End Date 10/21/12         Weekdays Pootball Night in America (7:00 PM-8:00 PM)         Rate Rating Pootball Night in America (7:00 PM-8:00 PM)         0.00					0 . 00/ 1	5.	D .:						
The part of the					Spots/vveek 1								
DATELINE   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   O.00				FB Night in Amer	Pre Ga			:30	1	\$700.00 P4	0.00 NM	1	\$700.00
Start Date   End Date   Weekdays   10/15/12   10/21/12   10/21/12   10/21/12   10/21/12   NFL Football   CM   8-1130p  S   :30   1 \$1,000.00 P5   0.00 NM   1 \$1,000.00 P5				ū		•	00 PM)						
Week: 10/15/12         10/21/12        S         1         \$700.00         0.00           E 67 WOOD 10/21/12 10/21/12 NFL Football NFL Football NFL Football NFL Football NFL Football NFL Football NFL Football (8:00 PM-11:30 PM)         CM         8-1130pS         :30         1 \$1,000.00 P5         0.00 NM         1         \$1,000.00         1         \$1,000.00 P5         0.00 NM         1         \$1,000.00         1         \$1,000.00 P5         0.00 NM         1         \$1,000.00         0.00 NM         1         \$1,000.00 NM <td>DATEL</td> <td>INE</td> <td></td>	DATEL	INE											
E67 WOOD 10/21/12 10/21/12 NFL Football   CM   8-1130p													
NFL Football   (8:00 PM-11:30 PM)   HARRY S LAW   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   0.00					<u> </u>			.20		¢1 000 00 DE	0.00 NIM	4	¢4 000 00
HARRY S LAW   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   0.00	E 67 WOOD	10/21/1	2 10/21/12		CIVI		_	.30	1	\$1,000.00 P5	U.UU INIVI	1	\$1,000.00
Week: 10/15/12         10/21/12        S         1 \$1,000.00         0.00           E 68 WOOD 10/18/12 10/18/12 10/18/12         Thur Hour 3 CM 10-11p        T :30 1 \$300.00 P6 0.00 NM         1 \$300.00 P6 0.00 NM           DATELINE         Start Date Start Date Indicated Indicated Prime Indicated Prima Indicated Prime Indicated Prime Indicated Prime Indicated Prim	HARRY	'S LAW		= . 00.00		(0.00 : :	,						
E 68 WOOD 10/18/12 10/18/12 Thur Hour 3 CM 10-11p T :30 1 \$300.00 P6 0.00 NM 1 \$300.00  Thursday 10-11p  DATELINE  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   0.00  E 69 WOOD 10/20/12 10/20/12 Sa Prime   CM 758-11p S- :30 1 \$250.00 P6 0.00 NM 1 \$250.00  DATELINE  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Rat	Sta	art Date			Spots/Week		Rating						
Thursday 10-11p   DATELINE   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Start Date   Start Date   To/20/12   10/21/12   10/21/12   10/20/12   10/20/12   10/20/12   10/20/12   Sa Prime   CM   758-11p  S-   :30   1   \$250.00 P6   0.00 NM   1   \$250.00 DATELINE   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Rating   Rating   Rating   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Rating   Rating   Start Date				~									
DATELINE           Start Date Week: 10/15/12         End Date 10/21/12         Weekdays 2 T 1         Spots/Week 300.00         Rating 300.00 <td>E 68 WOOD</td> <td>10/18/1</td> <td>2 10/18/12</td> <td></td> <td></td> <td>10-11p</td> <td> T</td> <td>:30</td> <td>1</td> <td>\$300.00 P6</td> <td>0.00 NM</td> <td>1</td> <td>\$300.00</td>	E 68 WOOD	10/18/1	2 10/18/12			10-11p	T	:30	1	\$300.00 P6	0.00 NM	1	\$300.00
Start Date Week: 10/15/12         End Date 10/21/12         Weekdays T         Spots/Week 1         Rate \$300.00         Rating 0.00           E 69 WOOD 10/20/12         10/20/12         10/20/12         Sa Prime Sat Prime Rotator         CM         758-11p        S-         :30         1         \$250.00 P6         0.00 NM         1         \$250.00 P6           DATELINE Start Date         End Date         Weekdays         Spots/Week         Rate         Rating	DATEL	INF		Thursday 10-11p	)								
Week: 10/15/12       10/21/12      T       1 \$300.00       0.00         E 69 WOOD 10/20/12 10/20/12 Sa Prime Sat Prime Rotator       CM 758-11p      S-       :30 1 \$250.00 P6 0.00 NM       1 \$250.00 P6         DATELINE Start Date       End Date       Weekdays       Spots/Week       Rate       Rating			End Date	Weekdavs	Spots/Week	Rate	Rating						
Sat Prime Rotator  DATELINE  Start Date					1								
DATELINE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>	E 69 WOOD	10/20/1	2 10/20/12	Sa Prime	CM	758-11p	S-	:30	1	\$250.00 P6	0.00 NM	1	\$250.00
Start Date End Date Weekdays Spots/Week Rate Rating	5.475			Sat Prime Rotato	or								
			End Data	Mookdovo	Cnoto/Most	Dota	Poting.						
			10/21/12		Spots/vveek 1	\$250.00	0.00						